

## Message Text

PAGE 01 STATE 174461  
ORIGIN EB-08

INFO OCT-01 EUR-12 EA-12 ISO-00 AF-10 ARA-14 NEA-10  
COME-00 SIG-03 /070 R

DRAFTED BY EB/OCA/CD:REDAY:JMN  
APPROVED BY EB/OCA:ALZUCCA  
AF/EP:WHITE (SUBS)  
ARA/ECP:WSKOK (DRAFT)  
EA/EP:DSTEBBING  
EUR/RPE:WDAMERON (SUBS)  
EUR/RPE:RLAMANTIA  
NEA/RA:DMORAN  
AF/EP:WGALLAGHER (INFO)  
COM/BED/OIM:WLUBKEMAN  
-----103167 120931Z /64

R 111853Z JUL 78  
FM SECSTATE WASHDC  
TO ALL AFRICAN DIPLOMATIC POSTS  
ALL AMERICAN REPUBLIC DIPLOMATIC POSTS  
ALL NEAR EASTERN AND SOUTH ASIAN DIPLOMATIC POSTS  
AMEMBASSY ANKARA  
AMEMBASSY BUCHAREST  
AMEMBASSY BUDAPEST  
AMEMBASSY DUBLIN  
AMEMBASSY KUALA LUMPUR  
AMEMBASSY LISBON  
AMEMBASSY MOSCOW  
AMEMBASSY PORT MORESBY  
AMEMBASSY PRAGUE  
AMEMBASSY WARSAW  
AMEMBASSY WELLINGTON

UNCLAS STATE 174461

E.O. 11652: N/A

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PAGE 02 STATE 174461

TAGS: BEXP, AFSP, XX

SUBJECT: COMMERCIAL ACTION PROGRAMS -- FY 79

REF: (A) STATE 82102, (B) 77 STATE A-1111, (C) STATE 37695  
AND POST'S REPLY; (D) POST'S FY 79 FIELD BUDGET SUBMISSION  
(DEPT. OF STATE FORM 1767)

1. SUMMARY. EXPERIENCE WITH THE COMMERCIAL ACTION PROGRAM  
(CAP) SYSTEM OF RESOURCE MANAGEMENT CONTINUES TO BE

FAVORABLE AND POSTS CURRENTLY OPERATING ON A CAP BASIS ARE ENCOURAGED TO PREPARE CAPS AGAIN FOR FISCAL YEAR 1979. EMBASSIES WITH SIGNIFICANT COMMERCIAL RESPONSIBILITIES AND NOT PREPARING COUNTRY COMMERCIAL PROGRAMS (CCPS) ARE ENCOURAGED TO ADOPT THE CAP MANAGEMENT APPROACH AND ADAPT IT TO THEIR NEEDS. THIS CABLE DISCUSSES SOME OF THE PRINCIPAL FEATURES OF A CAP AND TRANSMITS FORMAT SUGGESTIONS FOR THE GUIDANCE OF ECONOMIC/COMMERCIAL OFFICERS PREPARING FY 79 CAPS. REPLIES ARE REQUESTED BY AUGUST 15 OR AS SOON THEREAFTER AS POSSIBLE. END SUMMARY.

2. BACKGROUND AND PURPOSE. LAST YEAR'S AIRGRAM ON THE PREPARATION OF COMMERCIAL ACTION PROGRAMS (STATE A-1111, MARCH 5, 1977) SKETCHED THE ORIGIN AND DEVELOPMENT OF THE CAP APPROACH. DURING FY 78, FOREIGN SERVICE POSTS IN 34 COUNTRIES ARE OPERATING WITH COMMERCIAL ACTION PROGRAMS IN ADDITION TO THE 36 COUNTRIES OPERATING UNDER THE CCP SYSTEM. IN ADDITION TO THEIR UTILITY TO THE POSTS PREPARING THEM, THE CAPS HAVE PROVEN VERY USEFUL TO WASHINGTON AGENCIES CONCERNED WITH THE PROPER ALLOCATION OF LIMITED COMMERCIAL RESOURCES. TO DETERMINE FINANCIAL AND PERSONNEL SUPPORT FOR CARRYING OUT THE DEPARTMENT'S COMMERCIAL RESPONSIBILITIES WORLDWIDE, THE GEOGRAPHIC BUREAUS AND THE UNCLASSIFIED

PAGE 03 STATE 174461

OFFICE OF COMMERCIAL AFFAIRS (EB/OCA) RELY ON THE CAPS (AND CCPS) FOR A BETTER UNDERSTANDING OF HOW POSTS ARE USING PRESENT RESOURCES AND WHETHER ANY CHANGES ARE DESIRABLE.

3. PRINCIPAL FEATURES OF A CAP. BASICALLY A COMMERCIAL ACTION PROGRAM IS A RESOURCE MANAGEMENT DOCUMENT FOR USE AT THE POST AND SHOULD BE TAILORED TO SERVE THE MANAGEMENT PURPOSES OF THAT POST, WITH AN EMPHASIS ON FLEXIBILITY. THE DETAIL INVOLVED IN EACH CAP SHOULD BE APPROPRIATE TO THE LEVEL OF COMMERCIAL ACTIVITY SUSTAINABLE OVER THE COURSE OF A YEAR IN THE GIVEN COUNTRY. THE FOCUS ON CAMPAIGNS AND SPECIAL EFFORTS IN A CAP DOCUMENT IN NO WAY SUGGESTS THAT A HIGHER PRIORITY SHOULD BE GIVEN TO SUCH ACTIVITY THAN TO OTHER ONGOING COMMERCIAL ACTIVITIES NOT EXPLICITLY SHOWN IN THE DOCUMENT (E.G., WTDR'S, AGENT DISTRIBUTOR SURVEYS, ETC.).

A. RESPONSIBILITY FOR ASSURING THAT A CAP RECEIVES THE NECESSARY WASHINGTON REVIEW AND SUPPORT RESTS WITH THE COMMERCIAL COORDINATOR IN THE APPROPRIATE GEOGRAPHIC BUREAU IN THE STATE DEPARTMENT, WHO WORKS TOGETHER WITH THE DEPARTMENT OF COMMERCE AND OTHER INTERESTED AGENCIES.

B. AIRGRAM 77 STATE A-1111 REMAINS THE BASIC GUIDELINE AND CONTAINS EXAMPLES OF CAMPAIGNS AND OTHER SPECIAL EFFORTS. EXCHANGE OF EXPERIENCE BETWEEN CCP POSTS AND CAP

POSTS SINCE 1975, PRIMARILY THROUGH PERSONNEL TRANSFERS AND ECONOMIC/COMMERCIAL OFFICERS CONFERENCES, HAS LED US TO DISPENSE WITH MORE DETAILED INSTRUCTIONS AND EXAMPLES FOR FY 1979 IN FAVOR OF THE SKELETAL OUTLINE SHOWN BELOW. THIS CABLE TAKES THE PLACE OF THE PROPOSED AIRGRAM ALLUDED TO IN STATE 82102. REQUESTS FOR REPLACEMENT COPIES OF 77 STATE A-1111 MAY BE ADDRESSED TO THE DEPARTMENT OF STATE, MARKED FOR THE ATTENTION OF THE GEOGRAPHIC BUREAU'S COMMERCIAL COORDINATOR. SUGGESTED OUTLINE FOR FY 79 UNCLASSIFIED

PAGE 04 STATE 174461

COMMERCIAL ACTION PROGRAMS, TOGETHER WITH EXPLANATORY

COMMENT FOLLOWS IN PARAGRAPHS 4-8.

4. ROMAN I. THE COMMERCIAL SETTING. A BRIEF STATEMENT OF THE CONTEXT IN WHICH THE FY 79 CAP IS TO BE CARRIED OUT.

5. ROMAN II. PERSONNEL RESOURCES. BEGIN WITH COMPOSITION OF COUNTRY COMMERCIAL ACTION GROUP AND END WITH LIST OF ALL STATE-FUNDED ECONOMIC/COMMERCIAL PERSONNEL:

(EXAMPLE) THE COUNTRY COMMERCIAL ACTION GROUP FOR NEW ZEALAND CONSISTS OF THE AMBASSADOR AS CHAIRPERSON, THE CONSUL GENERAL IN AUCKLAND, THE CHIEF OF THE ECONOMIC/COMMERCIAL SECTION, AND THE PUBLIC AFFAIRS OFFICER (ACTUAL COMPOSITION AT DISCRETION OF POST).

(EXAMPLE) EMBASSY METROPOLIS:

CHIEF E/C SECTION FSO/R 3 INCUMBENT'S LAST NAME  
COMMERCIAL ATTACHE FSO/R 4 INCUMBENT'S LAST NAME  
ECONOMIC/COMMERCIAL OFF FSO/R 5 INCUMBENT'S LAST NAME  
ROTATIONAL TRAINING OFF FSO/R 6 INCUMBENT'S LAST NAME  
COMMERCIAL SPECIALIST FSL-6 INCUMBENT'S LAST NAME  
ECONOMIC SPECIALIST FSL-6 INCUMBENT'S LAST NAME  
COMMERCIAL ASSISTANT FSL-4 INCUMBENT'S LAST NAME  
SECRETARY FSS

(EXAMPLE) CONSULATE CITY:

CONSULAR/COMMERCIAL OFF FSO/R 5 NAME (COMMERCIAL 40 PCT)  
COMMERCIAL SPECIALIST FSL-5 INCUMBENT'S LAST NAME  
COMMERCIAL ASSISTANT FSL-4 INCUMBENT'S LAST NAME  
UNCLASSIFIED

PAGE 05 STATE 174461

A. PERSONNEL DATA UNDER ROMAN II SHOULD BE CONSISTENT WITH, BUT LESS DETAILED THAN, ENTRIES IN POST'S RESPONSE TO STATE 37695 (REQUEST FOR FINANCIAL DATA ON STATE-FUNDED PERSONNEL CARRYING OUT DEPARTMENT'S COMMERCIAL

RESPONSIBILITIES) AND IN SCHEDULE XV OF POST'S FY 79  
FIELD BUDGET SUBMISSION (DEPT. OF STATE FORM 1767). IF  
POSITION IN QUESTIONS IS NOT RPT NOT A FULL-TIME ECONOMIC/  
COMMERCIAL EMPLOYEE, PLEASE SHOW PERCENTAGE OF TIME  
DEVOTED TO COMMERCIAL DUTIES AS IN THE CASE OF THE CONSULAR/  
COMMERCIAL OFFICER IN ABOVE EXAMPLE.

6. ROMAN III. REVIEW OF FY 78 COMMERCIAL ACTIVITIES.  
THIS SECTION PROVIDES IN NARRATIVE FORM AN OPPORTUNITY TO  
REFLECT ON THE CURRENT PROGRAM AND IN PARTICULAR ON BOTH  
POSITIVE AND NEGATIVE EXPERIENCES WITH CAMPAIGNS AND OTHER  
SPECIAL EFFORTS CURRENTLY UNDERWAY. ANALYSIS RATHER THAN

AN UNEVALUATED REITERATION OF THE ACTIVITIES IS WHAT THE  
WASHINGTON USERS OF THE CAP WOULD LIKE TO SEE.

7. ROMAN IV. CAMPAIGNS AND OTHER SPECIAL EFFORTS. THE  
POST MAY USE ANY FORMAT IN SECTION IV IT DEEMS DESIRABLE  
TO SET FORTH ITS SPECIAL COMMERCIAL PROGRAM GOALS AND TO  
ORGANIZE THE MAJOR EFFORTS IT WILL UNDERTAKE IN FY 79. IT  
IS SUGGESTED THAT THEY BE LISTED IN PRIORITY ORDER.

ILLUSTRATIVE FORMAT:

IV. CAMPAIGNS AND OTHER SPECIAL EFFORTS -- FY 79

CAMPAIGN NUMBER 1: TITLE  
CAMPAIGN MANAGER: NAME

RATIONALE: REASONS WHY THIS CATEGORY DESERVES A SPECIAL  
PUSH DURING FY 79.  
UNCLASSIFIED

PAGE 06 STATE 174461

ACTION 1. ... (TARGET DATE: ).

ACTION 2. ...

ACTION 3. ...

ETC.

CAMPAIGN NUMBER 2: TITLE  
CAMPAIGN MANAGER : NAME

RATIONALE:

ACTION 1.

ETC.

SPECIAL EFFORT NUMBER 1 (EXAMPLE): NATURAL GAS STUDY.

--GIVEN THE IMPORTANCE WHICH NATURAL GAS WILL SOON ASSUME IN NEW ZEALAND, A MARKET BRIEF ON THE IMPLICATIONS FOR U.S. EXPORTERS WILL BE SUBMITTED DURING FY 79. THIS STUDY IS INTENDED TO BE THE PRELUDE TO A CAMPAIGN EFFORT IN FY 1980.

SPECIAL EFFORT NUMBER 2: TITLE.

-- DESCRIPTION. ...

8. ROMAN V. FINANCIAL RESOURCES SCHEDULE (STATE FUNDS ONLY)

UNCLASSIFIED

PAGE 07 STATE 174461

DESCRIPTION/COLUMN HEADING FY 77(ACT) FY 78(EST) FY 79(REQ)

|                          |       |       |       |
|--------------------------|-------|-------|-------|
| 1. COMMERCIAL REP        | DOLS  | DOLS  | DOLS  |
| 2. COMMERCIAL TRAVEL     | DOLS  | DOLS  | DOLS  |
| 3. CONTRACT SERVICES     | DOLS  | DOLS  | DOLS  |
| --- OF WHICH:            |       |       |       |
| --- WTDR SUPPORT         | ( )   | ( )   | ( )   |
| --- PRINTING NEWSLETTER  | ( )   | ( )   | ( )   |
| --- OTHER (SPECIFY)      | ( )   | ( )   | ( )   |
| 4. REF LIBRARY MATERIALS | DOLS  | DOLS  | DOLS  |
| 5. OTHER (SPECIFY)       | DOLS  | DOLS  | DOLS  |
| GRAND TOTALS             | X,000 | Y,000 | Z,000 |

PRINCIPAL E/C OFFICER AND PRINCIPAL ADMINISTRATION OFFICER HAVE APPROVED.

COMMENT: ACTUAL DATA FOR PREVIOUS FISCAL YEAR AND ESTIMATES FOR CURRENT FISCAL YEAR MAY BE OBTAINED BY WORKING WITH POST'S BUDGET AND FISCAL PERSONNEL AND PRINCIPAL ADMINISTRATIVE OFFICER. DATA SHOWN AS FY 79 REQUEST SHOULD BE SAME AS DATA IN POST'S FIELD BUDGET SUBMISSION (SCHEDULE XV OF DEPARTMENT OF STATE FORM 1767) WHICH MOST POSTS SUBMITTED IN MAY 1978.

9. PERSONNEL RESOURCE ALLOCATIONS. POSTS ELECTING OR DESIRING TO INCORPORATE PERSONNEL RESOURCE ALLOCATIONS DATA INTO THEIR CAPS SHOULD BE GUIDED BY THE SUGGESTIONS AND EXAMPLES IN 77 STATE A-1111.

10. ACTION REQUESTED. POSTS ELECTING TO PREPARE COMMERCIAL ACTION PROGRAMS FOR FISCAL YEAR 1979 ARE REQUESTED TO SUBMIT THEM FOR ARRIVAL IN WASHINGTON ON OR ABOUT AUGUST 15. THIS WILL ENABLE BUREAU COMMERCIAL COORDINATORS TO WORK WITH BUREAU EXECUTIVE OFFICERS IN CONNECTION WITH THE FY 79 ALLOTMENT PROCESS AND WILL PROVIDE STATE, COMMERCE AND OTHER INTERESTED WASHINGTON AGENCIES AN UNCLASSIFIED

PAGE 08 STATE 174461

OPPORTUNITY TO REVIEW AND COMMENT UPON THE CAPS PRIOR TO THE START OF THE NEW FISCAL YEAR. SUBMISSION MAY BE BY AIRGRAM OR CABLE, WITH THE UNDERSTANDING THAT SPECIFIC DETAILS OF ACTIVITIES PLANNED UNDER CAMPAIGNS AND OTHER SPECIAL EFFORTS WILL NOT RPT NOT BE SACRIFICED IN CABLED VERSIONS OF CAP'S. POSTS PREPARING FY 79 CAPS, BUT UNABLE TO MEET AUGUST 15 TARGET DATE, SHOULD ADVISE ANTICIPATED DATE OF SUBMISSION. CHRISTOPHER

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<< END OF DOCUMENT >>

## Message Attributes

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**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Reference:** (A) STATE 82102, (B) 77 STATE A-1111, (C) STATE 37695 AND POST'S REPLY; (D) POST'S FY 79 FIELD BUDGET  
SUBMISSION (DEPT. OF STATE FORM 1767)  
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